

CHOCOPOWER



Properties list:

- end-user packaging
- concept
- confectionery and sweetness
- chocolate
- other shapes
- cardboard and paper
- ironic
- unusual visual association
- unusual structural association
- identity by shape
- single product
- identity by typography
- identity by colour

This packaging idealized and designed by Odoardo Fioravanti use efficiently and on its advantage the Duracell AA batteries renamed packaging. Wide known by everyone, Duracell symbolise energy and quality; interesting values that can use this chocolate product. made by Costruttori di dolcezza, Eurochocolate. As the company explained, choco power is a modern way to offer chocolate, it actualises a makes original an almost traditional and banal food.

Reference:

Credits:

Country: Italy

Year: 2007

Designer: Odoardo Fioravanti

Other images: